MARK2060
EVENT MANAGEMENT AND MARKETING

Course Outline
Semester 2, 2015
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PART A: COURSE-SPECIFIC INFORMATION

1  STAFF CONTACT DETAILS
Lecturer-in-charge: Dr. Jenny (Jiyeon) Lee
Room: 3014 QUAD
Phone No: 9385 2696
Email: jylee@unsw.edu.au
Consultation Times: WED 10:00-11:00am (or by appointment)

2  COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1 (to Week 12).
The Time and Location are: Wednesdays, 2:00-5:00pm, Central Lecture Block 5.

2.2 Units of Credit
The course is worth 6 units of credit.

2.3 Summary of Course
Today events are more central to our culture than perhaps ever before. Increases in leisure time and discretionary spending have led to a proliferation of public events, celebrations and entertainment, making the events sector one of the fastest growing segments of tourism in the world. Countries and cities compete vigorously for mega events such as the Olympics, World Cup and World Fairs while societies are increasingly holding smaller scale events such as fairs, festivals, markets, parades, anniversaries or sporting events. Governments now support and promote events as part of their strategies for economic development, nation building and destination marketing.

Events serve to attract visitation and to create an image of and awareness for a destination. Managed appropriately, events can produce sizeable economic and social benefits. Inappropriate management can lead to negative economic, environmental and social impacts. Events require considerable investment, planning and organisation to safeguard the health, safety and security of visitors and participants to ensure operators, visitors and the community derive the maximum possible benefit from the event. This course will provide students with the knowledge and skills required for planning, managing and staging a variety of events in order to realise positive economic, social and environmental outcomes otherwise known as the ‘triple bottom line’.

2.4 Course Aims and Relationship to Other Courses
MARK2060 Events Management and Marketing is a level 2 elective in the Marketing major. A prerequisite for this course is MARK 1012 or GENC6005.

2.5 Student Learning Outcomes
The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.
The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

### Business Undergraduate Program Learning Goals and Outcomes

1. **Knowledge**: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.
   - You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. **Critical thinking and problem solving**: Our graduates will be critical thinkers and effective problem solvers.
   - You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. **Communication**: Our graduates will be effective professional communicators.
   - You should be able to:
     a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
     b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. **Teamwork**: Our graduates will be effective team participants.
   - You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. **Ethical, social and environmental responsibility**: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.
   - You should be able to:
     a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
     b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business undergraduate students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
</tbody>
</table>

<p>| 1 | Knowledge | • Understand the economic, social, cultural, and environmental impacts of different types of events and their implications on tourism development. | • Class discussions |
|   |           | • Demonstrate the process of managing | • Group project (bid) |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th>and marketing events from conceptualising, planning, and conducting feasibility analysis to staging and evaluating an event. proposal)</th>
</tr>
</thead>
</table>
| 2 | Critical thinking and problem solving | • Evaluate various strategies on events management and marketing to deal with external forces.  
• Conduct the event feasibility study.  
• Identify sustainable practices of an event.  
• Group project (bid proposal)  
• In-class case studies  
• Individual written assignment |
| 3a | Written communication | • Prepare and write a bid proposal logically and professionally presented.  
• Write up a report on sustainable practices of an event.  
• Group project (bid proposal)  
• Individual written assignment |
| 3b | Oral communication | • Communicate ideas in a succinct and clear manner.  
• Class participation  
• Group project (bid proposal) presentation |
| 4 | Teamwork | • Work collaboratively to complete group assignments.  
• Group project (bid proposal write-up, presentation, and peer evaluations)  
• In-class group activities |
| 5a. | Ethical, social and environmental responsibility | • Understand the ethical, social, and environmental impact of events and their implications on national and regional tourism development.  
• Identify and evaluate sustainable event practices.  
• Class discussions  
• Individual written assignment |
| 5b. | Social and cultural awareness | • Get familiar with the social and cultural impact of events on the hosting destination.  
• Class discussions  
• Group project (bid proposal) |

### 3 LEARNING AND TEACHING ACTIVITIES

This course will involve a 3-hour weekly lecture and workshop format.

The first 2 hours of each lecture will cover the key points of the weekly topics. The aim of the lectures is to introduce students to the relevant management and marketing theory and apply to the events context. Real world examples from events organisations and case studies will be used to demonstrate the practical application of the theory to the events sector. It is your responsibility to undertake the relevant readings for each week’s class so that you may participate intelligently and thus gain maximum value from the course.

The second half of the class will involve 60-minute workshops which cover various class activities that will require students to form groups and interact with each other. The workshop activities are aimed at providing students with an opportunity to undertake a practical task in relation to the lecture topic. Workshop activities and discussions will draw upon the experience of the lecturer and students. In recognition of the importance of maintaining a strong link to the dynamic Australian events sector, events industry professionals and scholars will be also invited to do guest lectures.
4 ASSESSMENT

4.1 Formal Requirements
In order to pass this course, you must:
- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation and attendance</td>
<td>10%</td>
<td>See 4.2.1 below</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Mid-semester test</td>
<td>20%</td>
<td>See 4.2.2 below</td>
<td>Week 6 (Sep 2)</td>
</tr>
<tr>
<td>Group assignments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part I Preparing a bid proposal</td>
<td>20%*</td>
<td>10 Wikpages</td>
<td>Week 8 (Sep 16)</td>
</tr>
<tr>
<td>Part II Pitching the bid proposal</td>
<td>15%*</td>
<td></td>
<td>Weeks 11-12</td>
</tr>
<tr>
<td>• Presentation</td>
<td>10%</td>
<td>10-minute presentation</td>
<td>(Oct 14-21)</td>
</tr>
<tr>
<td>• Video</td>
<td>5%</td>
<td>3-minute video clip</td>
<td></td>
</tr>
<tr>
<td>Individual assignment:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluating sustainable practices of an event</td>
<td>35%</td>
<td>2,000 words</td>
<td>Week 12 (Oct 21)</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.2.1 Class Participation – 10%
Your attendance and participation throughout the lectures will be monitored. You are expected to actively participate in class activities, group discussions, and case analyses in every lecture.

Participation marks will be allocated using the following criteria:

<table>
<thead>
<tr>
<th>Assessment Criteria</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance below minimum requirement of 80%</td>
<td>0</td>
</tr>
<tr>
<td>Attendance requirements met, but no contribution to class activities</td>
<td>1-2</td>
</tr>
<tr>
<td>Attendance requirements met and participation in class activities</td>
<td>3-4</td>
</tr>
<tr>
<td>Attendance requirements met, participation in class activities and contributions to class discussion</td>
<td>5-6</td>
</tr>
<tr>
<td>Attendance requirements met, participation in class activities, relevant and constructive contributions to class discussion</td>
<td>7-8</td>
</tr>
<tr>
<td>Has satisfied all of the above and demonstrated excellence in their contribution that enhanced the quality of the learning experience</td>
<td>9-10</td>
</tr>
</tbody>
</table>

4.2.2 Mid-Semester Test (Sep 2, Week 6) – 20%
There will be an in-class mid-semester test to evaluate your understanding of the materials discussed in class and provide timely feedback of your performance. This assessment includes all materials from lectures, suggested readings, as well as class discussions and activities from Weeks 1 to 5. It contains a combination of short essay,
true/false answer, fill-in blank, and multiple choice questions. It will take place in class for one hour in Week 6 (Sep 2).

4.2.3 Group Assignments – 35%
This assignment is to be done in groups of five. It is comprised of two parts:

- Part I: Preparing a bid proposal for an event in Wikispaces (20%)
- Part II: Pitching the bid proposal (15%) – presentation (10%) and video clip (5%)

Your group will represent a Convention and Visitor Bureau (CVB) that helps an organisation prepare a bid proposal for an event to win the bid to host that event in your city. Your key tasks in this assignment involve: (1) preparing/putting together the bid document; and (2) pitching the bid to the organisation in a 10-minute presentation, including a 3-minute video.

You will be assigned to a group in Week 2. Your group will then be allocated a specific Convention and Visitor Bureau to represent a conference bid. Further details on the event will be provided in Moodle in Week 2.

Part I: Preparing a Bid Proposal in Wikispaces (Due on Sep 16 by 5:00pm) – 20%*
Written bid proposals are to be created using Wikispaces. Wikispaces provides a flexible, interactive space where team members can jointly author an online document (similar to Wikipedia).

The designated Wiki address where you need to create your own account will be provided in Week 1. The guidelines of how to create Wikispaces will be available on the following website (http://help.wikispaces.com/). Your lecturer will mark your bid application from your Wiki space. Your final document addressing the points below should be no more than 10 Wikipages in length. You will find a detailed list of some key points you would need to include in your bid, as well as detailed evaluation criteria in Moodle in Week 2.

Part II: Pitching Your Proposal to the Client (10-minute Presentation and 3-minute video clip; Due Weeks 11-12) – 15%*
Your presentation and video will help convince your client why you should be given the opportunity to host the event in your nominated city.

Your 10-minute presentation should take the form of a visual synopsis of the key points in your written bid document. Your presentation skills along with your ability to sell the city as the best location for the event will be graded.

Additionally, the 3-minute video clip should reflect the common themes presented in the bid document – may not be as detailed – and include attractive scenic images of the destination and venue. A winning team will be chosen by the lecturer along with peer groups and will receive additional credit (10% of the total presentation mark).

Each group is responsible for turning in a bid DVD with your presentation.

Detailed marking criteria will be provided on Moodle in Week 8.

*Note that each student will evaluate the contributions of your group members (“not yourself”) in Weeks 11-12 (on the date you presentation by 5:00pm) using the School of Marketing’s WebPA Peer Assessment on the course Moodle site.

WebPA is based on a detailed list of evaluation criteria to rate group work skills, an important program learning goal of undergraduate degrees offered by the UNSW
Business School. Group members bring different strengths to a project, and this should be reflected in your ratings; i.e., do not give each group member exactly the same score.

Each student’s contribution score will be the average of the points received from their group members. Adjustments to individual marks will occur where an individual student’s peer evaluation score falls below an acceptable level.

4.2.4 Individual Assignment: Evaluating sustainable practices of an event (Due on Oct 21 by 5:00pm, Week 12) – 35%

You are an industry consultant specialising in the area of best practice for sustainable events. You have been hired by the event organisers to evaluate how well their event is performing in terms of sustainable event practice.

Choose one local event and festival (any in NSW) and write a 2,000 word report regarding your evaluation on its sustainable practices. To obtain information, you may visit and observe the event (called participant observation), interview its organiser, and use the festival websites. You can also use other relevant sources of information about the event.

As a guide, your evaluation could focus on the following aspects of the event:

- Venue and site
- Ticketing
- Decor and infrastructure
- Stage, light and sound
- Waste and cleaning
- Toilets and showers
- Food and stalls
- Promotions
- Travel and transport
- Accommodation
- Security and wellbeing
- People and community
- IT & Finance

In your report, you are to:

1. Provide a brief description of the event (location, time held, history, etc.).
2. Identify areas where the event is undertaking sustainable practices.
3. Identify areas where the event is underperforming in terms of sustainable practices.
4. Provide your client with an overall score out of 100 reflecting their performance.
5. After considering the objectives of the event, its target audience and the relevant literature on sustainable events, provide some recommendations for how the festival organisers could make the event more sustainable in the future.
6. Any information obtained from elsewhere that you cite in your report should be referenced accordingly.

A hard copy of your report should be submitted in class on the due date. A soft copy of your report should also be submitted via Moodle Turnitin. If you are unfamiliar with this software, a demonstration on Turnitin can be found on the UNSW Moodle Support Pages: [https://student.unsw.edu.au/how-use-turnitin-within-moodle](https://student.unsw.edu.au/how-use-turnitin-within-moodle).
Note that students found to be practicing poor acknowledgement of sources or block copying of text may be subject to disciplinary proceedings as outlined in the UNSW Plagiarism statement found at: [https://student.unsw.edu.au/plagiarism](https://student.unsw.edu.au/plagiarism).

**Structure of the report:**

Your report should be structured as a professional business report. The recommended structure of the report, along with detailed evaluation criteria, will be available in Moodle.

### 4.3 Late Submission

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if both the paper and electronic copies have not been submitted on time.

**Quality Assurance**

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

### 5 COURSE RESOURCES

There is no prescribed textbook for this course. The following textbook will be used to support lectures:


All course materials, including a list of readings, lecture slides, suggested readings, and case studies, will be available in Moodle. Therefore, it is your responsibility to check the site regularly.

### 6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester CATEI evaluations and informal mid-term class evaluation. Your feedback is invaluable to improve and adapt this course to enhance student learning.
# 7 COURSE SCHEDULE

**Lecture Schedule**

Lectures start in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topic</th>
<th>Readings</th>
<th>Activities/Assessment Due</th>
</tr>
</thead>
</table>
| Week 1 29 July | • An overview of course outline  
• Introduction to events | • Course outline  
• Week 1 readings | |
| Week 2 5 August | • Planning events  
• Bidding for business events | • Week 2 readings | • Introduction to Wikispaces  
• Drafting an event strategy |
| Week 3 12 August | • Sustainability in the events industry | • Week 3 readings | • Evaluating “green” events  
(bring the checkout list on Blackboard and a laptop)  
• Guest speaker: TBA |
| Week 4 19 August | • Marketing and promoting events | • Week 4 readings | Guest speaker: TBA |
| Week 5 26 August | • Sponsoring events | • Week 5 readings | Guest speaker: TBA |
| Week 6 2 September | • Managing human resource in events | • Week 6 readings | Mid-semester exam |
| Week 7 9 September | • Staging events and logistics | • Week 7 readings | Guest speaker: TBA |
| Week 8 16 September | • Financial management in events | • Week 8 readings | • Guest speaker: TBA  
• **Group project Part I: Bid proposal due** |
| Week 9 23 September | • Managing risk in events | • Week 9 readings | Guest speaker: TBA |

Mid-semester break: Saturday 26 September - Monday 5 October

<table>
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<th>Lecture Topic</th>
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<th>Activities/Assessment Due</th>
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<tr>
<td>Week 10 7 October</td>
<td>• Legal issues of event management</td>
<td>• Week 10 readings</td>
<td>Guest speaker: TBA</td>
</tr>
</tbody>
</table>
| Week 11 14 October | • Event impact assessment  
• Pitching the bid proposal | • Week 11 readings | • **Group project Part II: Presentations (4 teams)** |
| Week 12 21 October | Wrapping up & pitching the bid proposal | | • **Group project Part II: Presentations (10 teams)**  
• Individual assignment due |

Note: The lecture topics and readings are subject to change.
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

<table>
<thead>
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<tr>
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</tr>
</tbody>
</table>

business.unsw.edu.au
CRICOS Code 00098G

UNSW Business School
a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
b. Identify social and cultural implications of business situations.

9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

10.1 Workload

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance
10.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Occupational Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://www.ohs.unsw.edu.au/.

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION
You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General information on special consideration for undergraduate and postgraduate courses:
1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://student.unsw.edu.au/special-consideration
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.
3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), not by tutors.
5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.

Business School policy on requests for special consideration for Final Exams in undergraduate courses:
The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.
2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of lectures.
3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special consideration and the Final Exam in undergraduate courses:
Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 2, 2015 are:
   - 8th December – exams for the School of Accounting
   - **9th December – exams for all Schools except Accounting and Economics**
   - 10th December – exams for the School of Economics
If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**
2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

12 STUDENT RESOURCES AND SUPPORT
The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  https://www.business.unsw.edu.au/students/resources/learning-support
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  https://www.business.unsw.edu.au/students/resources/student-centre
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: https://student.unsw.edu.au/moodle-support. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre** www.lc.unsw.edu.au
  Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  http://info.library.unsw.edu.au/web/services/services.html

- **IT Service Centre**: Provides technical support for problems logging in to websites, downloading documents etc. https://www.it.unsw.edu.au/students/index.html Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

- **UNSW Counselling and Psychological Services**
  https://student.unsw.edu.au/wellbeing Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Student Equity & Disabilities Unit** http://www.studentequity.unsw.edu.au
  Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au